

Message Text

UNCLASSIFIED

PAGE 01 BERN 03409 111604Z

72

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 104913

R 111533Z SEP 74

FM AMEMBASSY BERN

TO USDOC WASHDC

INFO SECSTATE WASHDC 9537

UNCLAS BERN 3409

USDOC

E.O. 11652: N/A

TAGS: BEXP, BTRA, SZ

SUBJECT: FOREIGN BUYERS GROUP INQUIRY ON CONEXPO 75, 2-9/14/75

1. MR. OSCAR MEIER, PRESIDENT, OSCAR MEIER AG, MEIENRIEDWEG 13, 2504 BIEL, SWITZERLAND, SWISS DEALER OF ESCO CORP., PORTLAND, OREGON PREPARES UNIVERSE MAILING DUE EARLY NOVEMBER 1974 TO 14,000 SWISS CONTRACTORS CALLING THEIR ATTENTION TO SUBJECT CONSTRUCTION MACHINERY EXPOSITION.

2. IN COOPERATION WITH KUONI TRAVEL AGENCY, MEIER OFFERS GROUP TRIP ARRANGEMENT TO SUBJECT SHOW. THESE COMBINED EFFORTS SHOULD RECRUIT A NUMBER OF SERIOUS BUYERS.

3. MEIER REQUESTED 14,000 COPIES OF INTRODUCTORY LEAFLET OF PROSPECTUS ON CONEXPO TO INCLUDE IN HIS MAILING. EMBASSY EXPLAINED DIFFICULTY TO OBTAIN SUCH LARGE NUMBER OF PROMOTIONAL LITERATURE. MEIER WOULD BE SATISFIED WITH WHATEVER THE SPONSORS CAN SEND HIM BY MID-OCTOBER 1974, INCLUDING PHOTOGRAPHS SHOWING ACTION ON SIMILAR EVENTS, CHICAGO AND POSSIBLY MANHATTAN SKYLINE, LAYOUT MATERIAL SUITABLE FOR REPRODUCTION BY OFFSET IN SWITZERLAND, LISTS OF EXHIBITORS AND EQUIPMENT TO BE EXHIBITED.

4. ACTION REQUESTED: TRANSMIT MEIER'S REQUEST TO CONSTRUCTION INDUSTRY MANUFACTURERS ASSOCIATION, 111 EAST WISCONSIN AVENUE, MILWAUKEE, WISCONSIN
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BERN 03409 111604Z

53202, TEL 414.272.0943 AND TO EXHIBIT MANAGEMENT

MARTIN C. DWYER INC., 400 N. MICHIGAN AVENUE,
CHICAGO, ILL. 60611, TEL. 312.467.4590. CABLE
ACTION THEY WILL TAKE.
DAVIS

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BERN03409
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740253-0933
From: BERN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740957/aaaabwfj.tel
Line Count: 65
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 25 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 MAR 2002 by maustmc>; APPROVED <29 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYERS GROUP INQUIRY ON CONEXPO 75, 2-9/14/75
TAGS: BEXP, BTRA, SZ
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005